Give them reasons to want a seat at your table

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You need members to join your unit. Not just any members. Good members. The kind that work hard, that show up when they’re needed and that really care about the mission. Don’t we all.

And you can make it happen. This is your year to find the members you need, keep them invested in your group and turn them into leaders that can carry on the work you believe in.

I read an article recently from “Future Fundraising Now” called “It’s time to join a non-profit board” and it made me realize that many of us are recruiting members the wrong way – I’m here to tell you how to change your message to appeal to the members you so desperately need in your organization. Make it about them. Show them why they want a seat at your table.

You see, when your members join a non-profit board, like you PTA unit or council, they develop skills that will really benefit them. In the article, the author Joan Garry shows why everyone should join a non-profit board. She reminds us that when you serve in one of these groups:

- You will learn patience. (I can vouch for this!)
- You will learn how to ask for money.
- You will have an experience that enriches your resume.
- You will meet interesting people who will add to your sphere of influence.
- You will learn to play nicely in the sandbox.
- You will learn to appreciate that assets = liabilities.
- You will learn how to run an effective meeting of people who don’t work for you.
- You will stretch all your intellectual and emotional muscles.
- You will fall more in love with your organization.

And this is where we need to change our message. Don’t make it about what you need – remind your members what they will gain by joining your PTA. No matter your level of experience working with volunteers or boards, you can be helpful to them – develop the members, serve as a voice of reason, help them to see the value their gaining and how they’re helping your organization and the kids. Your board members will learn important life-skills and will continue to invest in the organization because they’ll believe in what you’re doing – because it just became what they’re doing.

And I agree with the author - I’m on a couple of boards (like Missouri PTA Board of Managers). The time and energy commitment is real. But worth it.
Mark Your Calendar

Contact us! contact@mopta.org

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Make Plans Now!
This important training is vital for your officers, make plans in your budget now to send them later.

Mark Your Calendar

Missouri PTA Convention
Visit www.MoPTA.org for more information

Friday, April 28 to Sunday, April 30
Stoney Creek Hotel and Conference Center
2601 S. Providence Rd., Columbia, MO 65203

THINK BIG PTA

2016 National PTA®
Convention & Expo

PTA.org/Convention

June 30 - July 3, Orlando, Fla.

School of Excellence Enrollment
April 1 – Oct 1, 2016

Deadline to submit Resolutions to Missouri PTA
Oct 21, 2016

Reflection Entries due to Missouri PTA
December 17, 2016

National PTA Legislative Conference
March 7-9, 2017

Missouri PTA State Convention
April 28-30, 2017
Stoney Creek in Columbia, Missouri. Add this important investment to your annual budget now so you know you have the funding for this important training opportunity.

Unit in Good Standing fiscal year-end report, annual financial review, and copy of IRS filing due to state office
Dec 1, 2016
The Form 990-N online filing system moved from Urban Institute to IRS.gov in February. While the new system has been successful, a very small percentage of users see site errors while registering or submitting the form. The IRS offers this advice:

- Review the steps listed on [How to File Form 990-N](https://www.irs.gov/business-center/e-postcard-form-990-n). Pay particular attention to the "text character" restrictions.
- The Form 990-N (e-Postcard) User Guide will explain each step in the filing process.
- If site errors are unresolved, call TE/GE Customer Account Services at 877-829-5500. A representative will gather your Form 990-N information for filing on your organization’s behalf.
- Organizations will not be penalized for filing late if it was caused by website issues. Organizations should continue efforts to file, even if they are late.

For more on filing Form 990-N, see the [Form 990-N page on IRS.gov](https://www.irs.gov/forms-pubs/about-form-990-n).
I remember my mom attending PTA meetings when I was a child. At my school, PTA was mostly about playground projects, class parties and field trips.

I joined PTA when my oldest child began Kindergarten because I didn’t know anything about his school or his teacher. I wanted to make sure that they were taking good care of my baby and I wanted to be involved in the school.

I didn’t know that other Lee’s Summit schools had PTAs, that there was a Lee’s Summit Council PTA, a Missouri PTA or even a National PTA. I was amazed to hear that PTA was so much more than what I had experienced as a child.

I became involved with Missouri PTA the same way I did with Trailridge PTA, I wanted to know more and again I wanted to be involved. I have had a wonderful experience with Missouri PTA and have worked with a fabulous communications team including a VP who was an amazing role model. I have big shoes to fill!

How do you communicate in your PTA? Do you send emails? Post on Facebook? Do you have a website or tweet? Phone calls, handouts or newsletters? All of these are great methods of communication and, to successfully reach all of your parents, you may even need to use a combination of these methods.

Regardless of how you communicate, your message is as important as your effort to communicate. If the information on your website or Facebook is old or out of date, your families won’t know about your activities and events. They may even stop using your tools if all they find are broken links and yesterday’s news. Be sure to keep your information updated and relevant and continue to provide great communication to your members.

Beginning with this edition of Contact, we have a new format for our magazine. Each department will have their own page where we will share ideas, tips, tricks, etc. We learned at Convention that you are passionate about using social media and technology tools to communicate with your members. What can the communications department do to help you? What information are you looking for?

We want this section to be relevant for you so if you have any questions or suggestions we would love to hear from you. You can email us at contact@mopta.org and be sure to add Communications Department in your subject.

Our team would also like to ask you a favor. When your unit or council does something new, successful, interesting, exciting, etc., would you please share your information with Missouri PTA? You can share it to our Facebook page, tweet it to us @MissouriPTA, share pics and ideas to our Pinterest page and even submit an article to be featured in Contact magazine. We know you have great things happening in your PTAs and we want to celebrate your accomplishments.

Did you know that you can order inexpensive reusable vinyl banners to hang inside or outside your school? They are informative, eye-catching and a fun way to communicate with your students, staff and families.

There are many banner companies on the internet to choose from and you can design them yourself, adding your school logo, school colors or favorite images.
As the 100th convention has come to a close, and I have begun a new journey of service as the Vice President and Director of Field Service, I wonder what have I gotten myself into, and how can I be the best at this job as possible.

You see, the Vice President and Director of Field Service is responsible for keeping in contact with you, our unit officers and membership, and assisting you in any way shape or form possible.

While I realize I am not Wonder Woman, with an invisible jet to fly around the state (although that might be helpful at times), I have vowed that I will do the best I possibly can for all of you. No question is too small or large, and each one deserves my undivided attention at the time.

So as you embark on your new journey of leading your local unit, know that I am right there cheering for your success and if you have any questions, I am just an email away micheler@mopta.org.

Have you ever wondered what the Missouri PTA Department of Field Service does for each of our units and councils? Well, we are here to let you know. We HELP YOU!!!

The department of field service is made up of members of the board of managers known as Regional Directors and the Vice President and Director of Field Service. Each Regional Director is assigned to specific units throughout the state. They are there as your primary resource for all questions regarding PTA. While, they might not have the answer right away, they know where to go to help you find the answer – the other board of manager members. We assist you with questions regarding everything from speaking for or against a particular topic happening in your school community and the proper way to do that, to helping you with fulfilling your requirements to keep your unit healthy and in good standing.

We are here to help parents with new PTAs across the state. This is an important job for the field service department and PTA as a whole. If you have a new school being built in your area, please be sure to let us know as early as possible so that we can help the parents of that school get a PTA organized.

We also will provide you monthly updates with information regarding programs you could be implementing in your school, as well as legislation happening in the state or nation that Missouri PTA has a resolution or position statement on and encouraging you to contact your legislators.

We are here in good times and bad. Every once in a while, a problem arises within our units; as regional directors we are here to provide objective advice and help you resolve those issues in the proper manner and in accordance with your bylaws.

So the next time you have a question regarding anything PTA please feel free to reach out to your regional director: Tori Sallee, supporting units in Springfield and Nixa; Brian Mercer, supporting units in North Kansas City and Liberty; Angie Warner, supporting units in Three Trails and Lee’s Summit; Pat Higginbotham, supporting units in the Gateway region, Kim Weber, acting regional director for units in the Heritage and Mark Twain regions, and Michele Reed for all remaining regions.
Capitol Chatter

Missouri PTA Department of Legislation & Advocacy

Get to know your VP of Legislation, Carla Wiese

Get to know your Advocacy Chair, Rebecca Cahill

Carla is from Wentzville, MO with her husband Rick, and is the proud mother of 4 children ranging in age of 16 to 4. Her eldest, Will, is one of MO PTA’s Student Representatives. Carla attended school at Oklahoma State University and is a member of Zeta Tau Alpha sorority. Carla has a background in the legal field and is looking forward to working in both Jefferson City and Washington DC for the children of MO and the US. Carla believes that if all PTA members use their voices, education in the United States could be so much better and more competitive globally. In her free time she enjoys reading, traveling (especially to Disneyworld) and spending time with her husband and children.

Rebecca lives in Kansas City, MO with her husband Jason, and is the proud mother of their two children, ages 10 and 13. She attended school at the University of Nebraska Omaha and currently works as a substitute teacher for Liberty Public Schools. Working as a substitute has allowed her to experience and see the strength of advocating for all children; to see parents and teachers from different neighborhoods and communities all have the same common goal of wanting what is best for children. Rebecca enjoys watching her children play multiple sports, spending time with friends, reading, cooking, beach vacations and playing in pick-up games of just about any sport!

In the Legislation Department, both the Missouri House and Senate have wrapped up their legislative session for this year. Soon the US House and Senate will join many of us on summer vacation. We encourage all of you to take some time over the summer to read PTA’s stances of various issues (they can be found on our website, www.mopta.org).

We are at a critical period in public education. Funding at the federal level has been cut by 20%. This comes at a very unfortunate time as many state and local governments are also having a hard time funding their portion of our schools. Your voice does make a difference. You can affect change. If we all, as PTA members, took the time to write a letter, send an email or make a phone call we could collectively do great things.

Join us, use your voice - become a part of something so important- the education, health and safety of our children. Children are our greatest gift and most important resource, now more than ever they need our help!

How to be an effective Advocate:
• Regularly attend PTA Meetings
• Attend school board meetings
• Join JC/DC
• Register to vote and vote
• Hold a candidate forum
• Contact legislators when action alerts are published
• Meet candidates for office and ask questions

How to run a voter registration drive:
1. Pick a date and secure a location
2. Build your team and register online.
3. Obtain forms from your local Board of Election office
4. Publicize the event (think Back to School Fair, PTA Meeting etc)
5. At the event smile and have fun
6. Turn in all registrations to the Board of Elections

Carla’s Favorite Quote
“Children are not a distraction from more important work. They are our most important work.” - CS Lewis

Rebecca’s Favorite Quote
“Just imagine becoming the way you used to be as a very young child, before you understood the meaning of any word, before opinions took over your mind. The real you is loving, joyful and free. The real you is just like a flower, just like the wind, just like the ocean, just like the sun.” - Miguel Angel Ruiz

Your Voice Counts
Membership Campaign Planning Tips
Give a short speech at open house, back to school night, orientations, etc.

Have a membership table at all school and PTA events; school registration, back to school nights, open house, and PTA sponsored events.

Create a welcome letter to let parents know what PTA does for the school and their children. Create one to welcome families back at the beginning of the year, as well as one to welcome families mid-year.

PTSA Membership Tip
Hold a membership give-away drawing for student PTA members. Make the prize relevant to students.

Overcoming Membership Excuses

As PTA officers, we frequently hear excuses; excuses why people can’t volunteer, excuses why people can’t attend meetings, and especially excuses why people won’t join PTA. Here are some examples that may help in your upcoming membership campaign. Having a prepared come back to the excuses, may help you change some people’s minds.

#1. “I don’t have the time for PTA!”
“I can certainly understand that. It is not the amount of time you can contribute that is most important, but rather the commitment to help PTA make a difference in the lives of children. You don’t have to be a volunteer to be a member. We value our member’s time and strive to use it effectively.”

#2. “I don’t have any children in school.”
“You do not have to have children in school to be a member of PTA. Anyone who cares about children belongs in PTA. The common ground is the belief that we can collectively make a difference in what will affect our next generation.”

#3. “I don’t agree with a lot of the PTA positions!”
PTA’s policies are determined by democratic process. We welcome your involvement in this effort. It is through our members that our direction is determined.

#4. “Your organization doesn’t really do anything.”
“I cannot speak for what may have happened in previous years, but let me bring up today and what we’re doing now...”

#5. “Not right now, maybe later”
“If you put off being part of PTA, you may miss out on having your voice heard when it is needed most. Please make the time to put children first.”

#6. “I just can’t join another organization. I belong to too many already.”
“I know there are many good organizations to belong to, and it is difficult to support them all. But I think PTA is very special. Let me tell you a little about what we’re doing...”

The Membership Services Department wants to compile a list of “The Best Excuses” for an upcoming edition of Contact magazine. Please send us your most bizarre or unusual excuse that you’ve heard as to why people will not join your PTA. Email to membership@mopta.org.
Everyone has a story and this year the Reflections Arts Program wants our kids to creatively answer that very question. The PTA Reflections Arts Program is an award winning program designed to encourage artistic creativity in both the classroom and at home. All students, regardless the grade or ability, are able to participate. Students can enter works of art in any or all of the six categories — literature, visual arts, musical composition, film production, photography, and dance choreography. Local PTA units choose the winners from each category to advance to the state level. The state winners go on to compete at the national level. This program is a great way to not only encourage students to express their creative side but also emphasis on the importance of the arts in our children’s lives.

Missouri PTA has developed a Reflections Toolkit to guide your Reflections chairman and their team each step of the way. In addition to the step-by-step leader check list it also contains tips on recruiting volunteers, finding judges, promotional tools and examples of how to recognize your local winners. Please note, because all entries are uploaded electronically, units are required to register online.

Registration for the 2016-2017 Reflections Arts Program opens on July 1st

Entries advancing to the state round are due by December 17th

PTA Pizzazz

The Missouri PTA Programs and Special Events Tool Kit is full of programs and special events you can use to plan out a fun filled school year. Why reinvent the wheel when PTA already has resources and tools that can be simply tweaked to fit your unit’s unique needs? Summer is the perfect time to sit down and plan what programs and events your unit will set out to accomplish and celebrate during the upcoming school year. The PTA Programs and Special Events Tool Kit can be found under the PTA Members Section on the Missouri PTA webpage. Members can log into the PTA Members Section using their unit id or council id and password. If you need assistance logging in, email us at communications@mopta.org.

Fight Summer Math Loss

Stay on the road to the Top 10 by 20 with the Missouri Math Challenge

Summer is that special time of year when our children enjoy the warm weather, spend vacations with family, and relish a break from school. However, it doesn’t mean they should lose important skills acquired throughout the school year. For many years, children have been afforded the opportunity to take part in summer reading programs designed to keep kids engaged in reading through the summer months. Now the Department of Elementary and Secondary Education is promoting the Missouri Math Challenge to encourage students to keep their math skills sharp during the summer months in a fun but challenging way. Enroll online to take part in this free math program.

Be a Part of PTA’s Reflections® Program

What Is Your Story?

2016–2017 THEME:

Entries from all grades and all abilities welcome.

All Local PTAs affiliated with a Title 1 school, or a school with greater than 40% of students eligible for free/reduced price lunch, may apply by July 8 to receive 20 Kindle E-readers! Read more about this opportunity and how to host a Family Reading Experience at PTA.org/FamilyReading.
The Every Student Succeeds Act (ESSA)

What Does This New Law Mean for my Child?

Now that ESSA has been signed into law, the focus for advocacy turns to effective implementation of the law to ensure every child has the ability to reach their full potential. While this new law provides a great opportunity for states to tailor their education systems to the needs of their students—including the needs of students with disabilities—this new level of authority also requires an increased amount of responsibility for states to ensure they close achievement gaps and meet the needs of all students. National PTA, our constituent associations and advocates across the country will seek to support and empower families to be active participants in the state and local implementation of ESSA to ensure equity and opportunity for all students.

How can I be involved in the implementation process? What can I do?

The U.S. Department of Education is currently in the implementation phase of ESSA. The Department will provide guidance and clarification to states on how best to carry out the new law. You can receive regular updates and information via email from the U.S. Department of Education on the ESSA implementation process.

You are encouraged to reach out to your local school district and state department of education to proactively provide input on implementation efforts. You can also stay up to date with the latest on ESSA at the federal level by signing up for the PTA Takes Action Network to receive email updates and action alerts on ESSA implementation and other federal legislation and policy. National PTA is a part of the State and Local ESSA Implementation Network that seeks to promote state, local and school decision-making during implementation and collaborate with education stakeholders to provide guidance to the federal government on key implementation issues. We encourage state and local PTA members to establish a similar network of stakeholders to inform implementation at the state and local levels.

Will this new law impact my child this school year?

Portions of the ESSA will begin to be implemented in schools in fall 2016. However, new state accountability systems will need to be created by states over the next year and will therefore not go into effect until the 2017–2018 school year.

How does the new law encourage increased family engagement in education?

ESSA requires school districts to have a written parent and family engagement policy that welcomes all families and seeks to strengthen the partnership between families, the school and the community to improve student outcomes. Each school must also hold an annual meeting with parents and families to explain the curriculum, types of academic assessments used to measure student progress, the state's academic standards and the skills students are expected to obtain and demonstrate.

The law also includes the Statewide Family Engagement Centers (SFECs) competitive grant program. SFECs will help to provide states and districts with the capacity to support effective implementation and enhancement of family engagement policies and initiatives in schools. SFECs must be funded by Congress each year. A key priority for PTA is securing federal investment in the SFEC grant program to make sure states and districts have the resources to increase family engagement in education that support student success.

What does ESSA mean for the classroom instruction my child receives?

The ESSA reduces the high-stakes testing associated with No Child Left Behind (NCLB) and requires students to have access to and receive a well-rounded education, which includes access to core content areas—math, reading and history—in addition to arts and music, foreign languages, technology, engineering, health and physical education.

Does the law require states to adopt certain academic standards, accountability or teacher evaluation systems?

States determine their own academic standards for students, accountability and teacher evaluation systems. The new law specifically expresses that states cannot be required to adopt specific standards—such as the Common Core State Standards—or particular assessments accountability systems or teacher evaluation models.
The Every Student Succeeds Act (ESSA) Continued

What are the testing requirements in ESSA?
Each state must administer annual assessments in mathematics and reading/language arts in grades 3–8 and once in grades 9–12. States must also administer a science assessment once in grades 3–5, 6–9 and 10–12. The law also requires that no less than 95% of all students—or of any group of students—participate in the state assessment.

Will my child’s teachers be evaluated based on test scores?
The new law does not require states to establish teacher-evaluation systems, nor that a teacher evaluation system include student test scores. States have the flexibility to create teacher evaluation systems—if they choose—that meet the needs of educators and students in their states.

Does ESSA address an over emphasis on testing?
The law provides resources for the review of state and local assessments to eliminate redundant tests and make needed improvements to accurately measure student growth and achievement and provide valuable information to teachers and parents. States also have the option to set a target limit on the total amount of time students spend taking tests in each grade.

How will I know if my child’s school is being held accountable for their growth and achievement?
States have more authority over their accountability systems and school improvement methods in ESSA. States are required to develop plans that feature multiple measures of student growth and achievement, including performance on required state assessments, school quality and access to opportunities that promote college- and career-readiness. States will have to identify and provide support to schools that are not meeting the state-determined goals for student and school performance.

States must include stakeholders, including parents, in the development of their plans to monitor student and school performance. Over the next several months, your state department of education will be moving forward to engage parents and families in the development of state assessment and accountability systems.

Does the new law provide additional educational opportunities and supports for my child?
The new law helps states, school districts and schools increase their capacity to provide all students with access to a well-rounded education, improve school conditions for student learning and use technology to improve the academic achievement and digital literacy of all students. School districts will have access to resources and the flexibility to use them to address the most pressing needs in their schools, such as bullying prevention, increased access to personalized learning activities, technology or music and arts programs.

Does the new law allow public funds to be used for private school vouchers?
The law does not include any private school voucher provisions that would divert public funding from public schools.